

The logo for kevevo features the brand name in a gold, textured serif font. Above the 'o's is a stylized olive branch with three leaves and a single olive fruit. A registered trademark symbol (®) is located to the right of the branch.

kevevo®

Family heritage since 1904

Harvested with Care,  
Enjoyed with Love.



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**Nurtured by  
nature, delivering  
the essence of  
purity from  
Tunisia's olive  
heart.**



# Family Heritage

KEVOO is a dynamic family business company specializing in the production and packaging of premium olive oil, leveraging the natural advantages of the Sidi Bouzid region in Tunisia. Surrounded by millions of olive trees, we are committed to delivering exceptional quality while adhering to sustainable and authentic agricultural practices. This internal brief aims to encapsulate our core strategies and vision as we position ourselves to thrive in both local and international markets, maintaining our dedication to the rich heritage of olive cultivation. Also KEVOO is ISO22000 and BIO certified (CCPB Italian Certification Organism).

A blessed tree, mentioned in the Qur'an, an olive tree, whose oil almost gives light, light up on light; Allah guides to His light whom He wills. This is our story, which began with diligence, hard work, perseverance, and

piety, with my grandfather, Saleh Khelifi, who was the first to embark on this journey. After him, his youngest son, Khalifa Bin Saleh Khelifi, took on the olive trade, traveling across Tunisia from north to south, in search of sustenance closely tied to the olive tree.

Today, the family's journey with the olive tree continues, as a new generation emerges with a spirit full of hope and modernity, relying solely on Allah, determined to work with diligence and confidence. We have pledged to remain the faithful sons of Sidi Khelifi, who do not consume unlawful gains nor wrong any of God's servants.

Moreover, Dr. KHELIFI is dedicated to elevating Sidi Bouzid, and particularly Sidi Khelif (KHELIFI Hometown), to its rightful position as a premier region for the production of the finest extra virgin olive oil (EVOO)

# Sidi Bouzid: The Center of Olive Oil Production in Tunisia

KEVOO is situated in 104 Sfax Road-Sidi Bouzid-Tunisia, a region renowned for its fertile land and abundant olive trees. Our company is focused on bulk and packaged olive oil production, ensuring that we bring the freshest, highest-quality product to our customers. By harnessing local resources and implementing sustainable practices, we aim to enhance the visibility of Tunisian olive oil on a global scale while fostering economic growth within our community.



# 01. About

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KEVOO is a dynamic family business company specializing in the production and packaging of premium olive oil, leveraging the natural advantages of the Sidi Bouzid region in Tunisia.

# 02. Mission

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Our mission is to produce and provide the finest olive oil that embodies the natural purity and authenticity of its origins in Tunisia. We strive to promote sustainable agricultural practices while delivering a product that not only meets the highest quality standards but also resonates with the health-conscious values of today's consumers.

# 03. Values

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**Quality:** We are dedicated to producing the highest quality olive oil

**Sustainability:** Our practices prioritize the health of our environment

**Integrity:** Transparency and honesty drive our actions and decisions

**Collaboration:** We believe that teamwork is essential for innovation and success.

# 04. Vision

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As KEVOO continues to grow, we will remain focused on cultivating a strong team dynamic and a positive culture that reflects our core values. We firmly believe that a cohesive and motivated team will enable us to achieve our goal of becoming a leader in the global olive oil market while staying true to our roots in Tunisia.




## Olive Tree and Olive Oil History in the Centre of Tunisia

Undoubtedly native to the Mediterranean, the olive tree experienced rapid expansion over time, allowing it to spread across all coastal countries, from the Black Sea to the Atlantic. In Tunisia, where archaeological evidence attests to its ancient presence, the olive tree has played a significant role in the lives of the people from protohistory to the present day.

Regarding early historical times, our understanding of the importance of the olive tree in Tunisia relates to the Carthaginian era, as documented by the famous agronomist Magon. His

agricultural treatise was so valuable that, after the Romans defeated the Carthaginians in 146 BC, they preserved and translated it into both Greek and Latin. In this book, which covered agriculture as a whole, Magon devoted a significant portion to the olive tree, a crop that the Carthaginians had mastered so well that they covered their entire territory with it (what is now northeastern Tunisia). Additionally, the tree was cultivated by the native people, who, according to the testimony of Pliny the Elder, were the only Mediterranean people capable of grafting the wild olive tree.



During the Roman era, in what is now Tunisia, olive cultivation flourished under the influence of the Flavian (69-96 AD), Antonine (96-192 AD), and Severan (192-235 AD) emperors. The olive tree's expansion was so vast that the country's olive oil became a highly sought-after commodity, fueling a thriving trade regulated by the state. At that time, as modern archaeology attests, the olive oil boom brought unparalleled prosperity to Tunisia, and regions previously devoted to other crops, or steppes, turned entirely to olive cultivation. This was the case for the Kasserine and Sidi Bouzid regions, where our KEVOO mill (Khelifi Extra Virgin Olive Oil) is now located, and where the impressive remains of ancient oil presses are counted by the hundreds.

Thus, situated in this historic land, our present KEVOO mill aims to perpetuate a centuries- old tradition and expertise, enhancing a production that once greatly contributed to the wealth of the

Roman Empire, flooding its markets and supplying its soldiers and plebeians! Today, it is on these same lands and under these same Tunisian skies that KEVOO seeks to reconnect with history and remind the world that Tunisia's olive trees, nurtured by the sun and nature, still produce the same high-quality oil that Roman ships once exported across the Mediterranean for the benefit of Rome and its people.

While techniques have evolved over time, the approach remains the same: to produce honestly and well. For Tunisians, the olive tree and its oil are a gift from God, a gift they strive to preserve and share with the rest of humanity. Let us remember, finally, that KEVOO oil serves more than one purpose. Besides its unparalleled flavor in cuisine, it is also highly valued in other fields, such as cosmetics, pharmaceuticals, and medicine.

# Authenticity & Tradition

Rooted in Tunisia's rich agricultural heritage, KEVOO embodies authenticity. We will emphasize our connection to traditional olive cultivation and the artisanal methods used in our production process. This dedication to preserving age-old practices while delivering modern quality allows us to appeal to an audience that values tradition and the unique stories behind the products they consume.



# kevoO®

Family heritage since 1904

KEVOO addresses these issues by focusing on quality and transparency in the production process. Our product line ensures that consumers receive 100% pure olive oil, free from additives and inferior blends. By utilizing advanced processing techniques and stringent quality control measures, we guarantee the authenticity of our olive oil, reassuring our customers of their choice.

★  
0,17%  
Acidity  
★





# Quality and Freshness

At KEVOO, we prioritize the quality and freshness of our olive oil. Sourced directly from the abundant olive trees surrounding Sidi Bouzid, our olives are harvested at the peak of ripeness and cold-pressed to maximize flavor and nutritional benefits. By maintaining direct control over every stage of production, we ensure that our product meets the highest standards expected by consumers, both locally and internationally.



# Labor & Ethical Standards

In addition to operational compliance, KEVOO is committed to ethical labor practices. We will comply with local labor laws concerning employee rights, wages, and working conditions. Steps to uphold these standards will include:

**Fair Labor Practices:** Ensuring that all employees are compensated fairly and work in safe, healthy conditions.  
**Anti-Discrimination Policies:** Establishing policies that promote equality and prevent discrimination within the workplace.

**Community Engagement:** Encouraging the involvement of local communities in our business practices, creating jobs, and supporting local economies.



# Sustainable Practices

Sustainability is at the core of KEVOO's mission. Our agricultural practices are aligned with environmentally responsible methods that not only preserve the land but also promote the health of the local ecosystem. This commitment to sustainability will resonate with consumers increasingly seeking products that are ethically sourced and environmentally friendly, distinguishing KEVOO from competitors who may not prioritize these values.



# Production

KEVOO is one of the most advanced companies in the olive oil industry, equipped with cutting-edge pressing technology and state-of-the-art analysis laboratories. The company prides itself on its highly skilled and well-managed staff, ensuring that daily operations are conducted with precision and efficiency.



# Why Kevoov ?

KEVOOV's commitment to excellence is reflected in every aspect of its production process, from the meticulous handling of olives to the rigorous quality control measures implemented in its labs. This dedication to innovation and quality positions KEVOOV as a leader in the industry, consistently delivering superior olive oil products.



# Local culture, and the health benefits associated with olive oil.





KEVOO®

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